

5 WAYS THAT AUTOMATED WORKFLOWS CAN HELP IMPROVE PRACTICE MANAGEMENT

According to the American Medical Association, less than half of all physicians (49 percent) work in physician-owned medical practices. In fact, more than 50 percent work in practices owned by hospitals and health systems.¹ One of the reasons many physicians choose to work for larger entities is that the business of running a practice can often be unpredictable and time-consuming. Currently, these challenges are exacerbated by increased competition for both administrative and clinical workers.

Workflow automation technology has the potential to help even the playing field for physician-owned practices by making the operation of running an independent entity a less arduous enterprise. Here are five ways that automation can help transform your practice.



1. RESPOND TO INFORMATION REQUESTS IN A TIMELY FASHION

Scanning technology that features Artificial Intelligence (AI) can help automatically sort and classify structured and unstructured documents using a variety of techniques including barcodes, patch codes, Optical Character Recognition (OCR) and Intelligent Character Recognition (ICR) areas, keywords, color detection, and more. This means that administrative staff simply have to validate that documents have been classified accurately before they are filed in electronic repositories. Canon's imageFORMULA scanners, imageRUNNER ADVANCE DX, and imagePRESS Lite devices enable users to create searchable digital files that can be easily retrieved through a string of keywords or other identifiers.



2. IMPROVE EFFICIENCY BY IDENTIFYING BOTTLENECKS

Workflow automation software enables users to create trackable workflow processes with analytics that help to provide managers with insight into missed deadlines, opportunities for vendor discounts, and more. A proprietary information management, workflow, and business analytics platform from Canon Solutions America can help create parallel workflow paths, escalation routes, and exceptions for billing processes, credentialing, and even execution of business associate agreements. By providing the flexibility to reroute work, prioritize payments, and create notifications for late/overdue tasks, workflow automation allows practice managers to empower staff to become more efficient.



3. REDUCE MANUAL ERRORS

Manually filling out patient intake forms can be time-consuming for both patients and healthcare staff. Paper forms must be transcribed into electronic systems, which could lead to costly mistakes—a simple transposed number on an insurance card or a misspelled name can lead to duplicate patient records or cause significant delays in payments. Workflow automation software can help create electronic forms that can be filled out via cloud-based patient portals. Users can fill out forms in the convenience of their homes where they have access to past medical documents, prescriptions, etc. *before* they arrive at the doctor's office, and staff can spend time validating information instead of gathering it.



4. SUPPORT SECURITY

A comprehensive information management system, combined with workflow automation, means that only authorized users have access to sensitive information and that practice managers and administrators can customize access permissions for specific content and data. Built-in audit trails can help track user and document activity, and anti-tamper measures are in effect to verify document authenticity. By automatically encrypting all stored files and replicating them in a secondary location, hundreds of miles from the primary location, Canon's Therefore™ platform can provide a more smooth recovery in the event of a ransomware attack or other breaches.



5. INTEGRATE WITH EXISTING SOFTWARE FOR ENHANCED ANALYTICS

Every medical practice manager knows that their technology dollars must work harder than ever before. Prior to investing in an automation workflow solution, make sure it integrates with existing line of business applications such as Microsoft SharePoint, Microsoft Office, Microsoft Power BI, DocuSign®, and others. Connecting automation software with applications such as these will help you get even more out of your technology investments by reducing information loads on existing databases, providing access to templates, and enhancing analytic capabilities.

Regardless of how you choose to automate, it's important to connect with a vendor that is knowledgeable and reliable. A sound workflow automation strategy involves seeking professionals who can help analyze processes and identify the right technology to improve efficiency and meet your long-term goals. Medical practices of all sizes can use expert professionals that offer module-based software backed by timely support and service. Find out more about how Canon Solutions America supports workflow automation by contacting us today.

¹ Kane, Carol K., PhD, "Recent Changes in Physician Practice Arrangements: Private Practice Dropped to Less Than 50 Percent of Physicians in 2020", American Medical Association, 2021. Available from <https://www.ama-assn.org/system/files/2021-05/2020-prp-physician-practice-arrangements.pdf>